



NEWS RELEASE

Boot Barn to Celebrate Grand Opening of New Store in Carson City, Nevada

2/29/2016

IRVINE, CA -- (Marketwired) -- 02/29/16 -- Boot Barn Holdings, Inc. (NYSE: BOOT) has relocated its Carson City store to a brand new, bigger and better location in Carson City that offers an amazing new look and an even larger selection of all the best brands. The new store will celebrate the opening of the new location March 11th through the 13th and is located at 935 Topsy Lane in the Best Buy shopping center off 395 and Topsy Lane.

Boot Barn offers boots, jeans, hats, shirts, outerwear, protective work wear, flame-resistant apparel, belts and accessories for western and work customers. For over 30 years Boot Barn has focused on providing superior service and the largest selection of quality brands including Ariat®, Justin®, Dan Post®, Wrangler®, Miss Me®, Carhartt®, Timberland PRO®, Wolverine®, Corral® and Dr. Marten at great prices. Boot Barn also has exclusive brands including Moonshine Spirit™ by Brad Paisley, a line of contemporary boots, apparel and accessories.

"We've moved our store and are opening a brand new store in Carson City, just a few miles away," said Jayme Maxwell, Vice President of Marketing at Boot Barn. "The new store has an amazing new look and with over 7,000 square feet, we can give our customers an even larger selection of western and work boots and apparel -- so everyone is sure to find the right style and size. We're inviting all our new neighbors and existing customers to join us in celebrating our Grand Opening. Families can come and save \$20 on all regularly priced boots over \$100 and save \$5 on all regularly priced jeans, shirts and hats." Additionally, the Boot Barn Grand Opening celebration will include an official ribbon cutting ceremony and a "Spin and Win" prize wheel for a chance to win a \$100 Boot Barn gift card daily.

Boot Barn has been outfitting the West since 1978 and is America's largest western and work wear retailer. Boot Barn has over 200 stores from coast to coast and online shopping via their mobile-friendly website. Boot Barn is the official western retailer of the PRCA, NFR and PBR, an official sponsor of the Houston Livestock Show and Rodeo, and supports over 500 rodeos and western events every year. For more information, call 888-Boot-Barn or visit www.bootbarn.com.

Source: Boot Barn